Belgium NewYork LLC(BNY)
Biggest Giant for Online Diamond Wholesaler

Customer Business in Brief:
The Belgium NewYork LLC(BNY), deals in diamonds. They are wholesalers of diamonds, they are the biggest competitor in the market to fulfill demands of various end customers who need diamonds wholesale. BNY comes into the picture and provides the platform to small merchants.


Customer Business Goals
To run a successful business a company always needs a strong software system that must be highly efficient and should play a vital role for business growth. Which also creates a smooth-running, centralized and simple-to-use software for reducing the hectic operations and making application based processes end to end associated with customers. Enable Sales Reps, Managers to collaborate and work more effortlessly As every company has some business goals, similarly BNY also has goals to achieve:
- Efficient utilization of Sales team,
- Track lead life cycle,
- Duplicate data management,
- Track communication of Lead and existing customers
- Call Telephony Integration CTI (Nextiva Integration)
- User, roles and hierarchy
- Data Integrity and Data security
- Inventory management
- Data Analytics: reports and dashboards
- Data Migration from legacy systems(Custom API Integration)

Challenges/Pain Points:
- Existing system is not capable enough to manage the different stages for the Lead.
- Follow up with the existing customers,Automations for feedback from customers.
- No duplicate management.
- No automated communication in absence of sales raps for call diversion.
- No single screen view of the lead with their other information.
- No tracking of sales raps activity, which helps manager to monitor sales rep performance
- Complete lead to customer journey
- No Pre-built Email Templates for sales rep for easy and fast use.
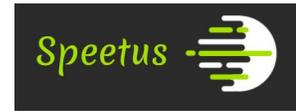
Solution Provided:

With the help of world's best CRM platform i.e. **Salesforce.** We have achieved and fulfilled all the business goals and challenges that BNY was facing, as a Service provider.

While achieving the goals we have used the salesforce out of the box features that intend to better use the Salesforce platform. On top of that we have customized the many features/ requirements as per customer needs. Here are some glimpses:

Sample Lead Detail Page :

Lead Activity Page:

Lead Click to Dial Features:

Lead Convert Page:

Create a Note:

Lead Gmail or Outlook integration:

Dashboard sample 1:

Dashboard Sample 2:
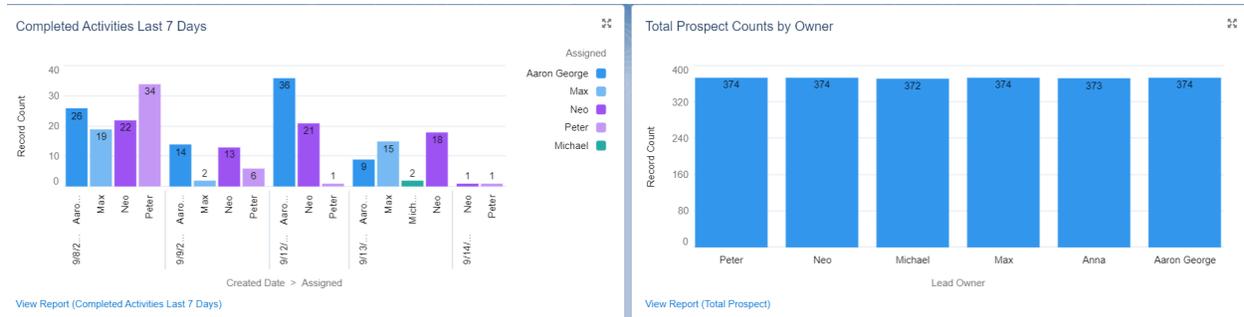
After Implementation & Deliverability:

With the help of agile methodology we have successfully achieved the goal in various milestones, phase by phase in a given time frame. During each phase we have taken the feedback from end users like Sales rep and Manager, for continuous improvement. Because of this agile methodology, we were able to build the effective and easy to use.

We are still in the continuous evolution phase, and with respect to time we also proposed to customers the cost effective and less in business growth cost solutions.

Definitely we have achieved the goal with a sustainable software solution. With the use of Salesforce the growth tracked by the company is a considerable amount of percentage. The growth of BNY is what we have earned and this fulfills our motto i.e. **Speetus,** "Speed up your business with us"**.**